

Pranav Varma

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PROFILE SUMMARY

Total Experience: **5 Years 3 Months**

- 3+ years of experience in product management (Keyvalue Systems, wizad.ai), 2 years of experience as a developer (SAP Labs)
- Co-founded wizad.ai (Design tool); Cumulative Revenue -10 lakh INR; 200 Paying customer; Fund Raised - 35 lakh INR
- Led the product development for a payment application from concept to launch, reached a GMV of 600K USD (scanpay.tech)
- AI Expertise: deep understanding of the AI stack, foundational models, fine-tuning & UI/UX tailored for AI products
- Experienced in driving product-led growth Initiatives, building product vision, PRD, roadmap and product experimentations
- Expertise in customer interviews, building customer journeys, go-to-market, data-driven design and features
- Proficient in SQL, Data Analytics, Tableau, Amplitude, Tag Manager, Jira, Notion, Agile methodology, CMS

EDUCATION

[IIM Nagpur](#)

July 18- March 2020

Master of Business Administration - Marketing

[College of Engineering, Trivandrum](#)

September 11- March 2015

Bachelor of Technology - Computer Science

PROFESSIONAL EXPERIENCE

[Wizad.ai](#)

January 23 - Present

Co-founder & CPO

Product: **Wizad.ai - (SaaS) AI-powered Design tool to create Social media graphics for solopreneurs & SMBs**

- Product: Defined product vision, conceptualised, architected, and led product development, overseeing technical decisions.
- Customer centricity: Constantly engaged in intimate customer interviews, fostering a deep understanding of needs, profiles and workflows. Hands-on onboarding for over 100 clients.
- Team: Set up the tech team, discovered top talent through communities and found multiple valuable mentors
- Growth: Successfully served over 1000 SMBs, creating 15K+ designs, generated a cumulative revenue of 10L INR
- Investment: Raised an investment of 30L INR - selected for startup springboard accelerator program by Nasscom

[KeyValue Software Systems](#)

December 20 -January 2023

Product Manager

Product: **ScanPay - Payment and Banking solution for SMBs in the US**

- Responsible for the product - Led a 15-member cross-functional team - Engineering, Design and Sales.
- Retention: Set up the retention curve, defined retention/activation matrices - designed/ executed product-led experiments.
- Product adoption: Designed features focused on improving activation - MoM growth of average no transaction by 150%
- Check Out time: Optimised the UI/UX to streamline the customer checkout process – Reduced average checkout time by 40%
- Onboarding: Worked with risk and sales team to improve onboarding flow - completion rate Increased by 100%

Product: **GAN Studio - Generative AI platform to create personalised video campaigns.**

- Actively part of discussions with the team to understand the capabilities and pain points of various Generative AI Models
- Owned the video/audio editor feature - The editor could make edits to various audio properties at a phoneme level.
- Owned the Landing page editor feature - An editor to design custom landing pages for AI-generated video Campaigns
- User research: carried out In-depth interviews with voice actors to understand the user needs and pain points

[SAP Labs](#)

September 15 - May 2017

Developer Associate

- Developed multiple enhancements for SAP PPM & worked closely with clients to resolve technical customer issues with same.
- Collaborated with priority business partners (Fortune 100) to identify requirements as part of SAP customer connection.

Additional Experience		
Trianz - Business Consulting and Services	Consultant	6 Months
Fibe (Formerly Early Salary) - Online Lending Platform	Summer Intern - Product	2 Months
Other Key Interests - Football , Hiking and Startups		